

INCOMING POLAND

Country and people¹

Capital	Warsaw (1,708,000 inhabitants)
Area	312,679 km ²
Inhabitants	38.5 million (2016) / (growth rate -0.1%) 37.0 million (forecast 2025)
Mean age	40.3 years
Economy	GDP per capita: 11,443 Euro (2016) (GDP – real growth rate 3.5% 2016)*
Unemployment rate	7.2% (2016)
Inflation rate	1.4% (2016)* *forecast
Gini coefficient	0,31 / rank 19 (OECD average 0,31)

GENERAL TRAVEL BEHAVIOUR

Percentage of business-related overnight stays domestic/abroad²

■ Poland: 20% abroad / 80% domestic

■ Intensity of travel abroad: 53.8% (resident population from 15 years on)
= 0,5 trips per person

Destinations of trips abroad in 2016

rank 1 – Germany

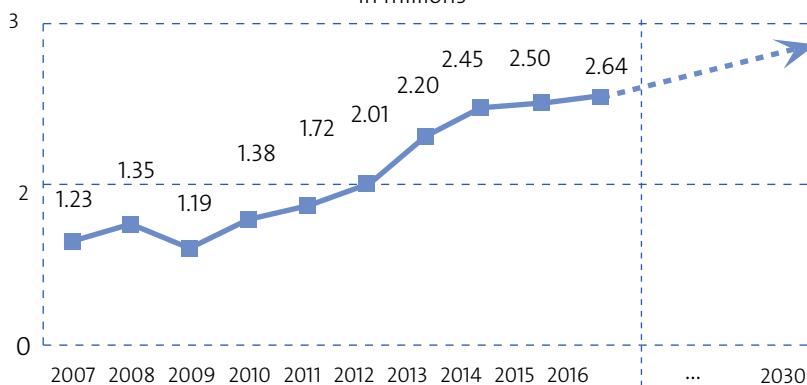
rank 3 – Greece

rank 2 – Great Britain

rank 4 – Croatia

DESTINATION GERMANY

Overnight stays – current and long-term development³ in millions



(figures incl. camping)

- Year 2016: 961,099 arrivals from Poland / 2,638,639 overnight stays (camping included)
- Volume of overnight stays: increase 2007–2016 by +114.7%; growth 2015–2016: +5.4%; average annual rate of change 2007–2016: +9.0%
- Total sales turnover for incoming trips: round 3.8 billion Euro (2016)
- DZT forecast until 2030: 4.6 m overnight stays

MOST POPULAR DESTINATIONS IN 2016

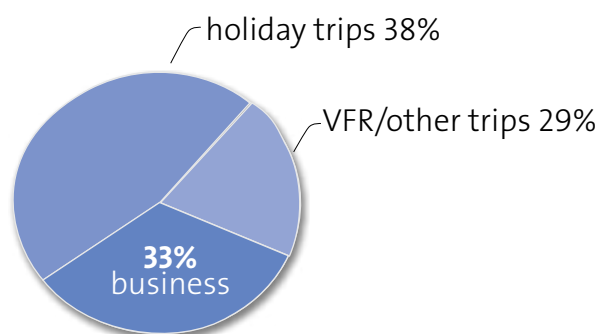
Federal states ³	Cities ³ (more than 100.000 inhabitants)
rank 1: Bavaria with 17.3% of all overnight stays	rank 1: Berlin with 307,748 overnight stays
rank 2: North Rhine-Westphalia with 13.7% of all overnight stays	rank 2: Munich with 76,384 overnight stays
rank 3: Baden-Württemberg with 12.0% of all overnight stays	rank 3: Hamburg with 76,714 overnight stays
rank 4: Berlin with 11.7% of all overnight stays	rank 4: Frankfurt with 70,116 overnight stays

Purpose of all incoming trips

- 38% holiday trips, ■ 33% business trips, ■ 29% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 54% traditional business trips, 46% promotable business trips, of which:
39% conferences/congresses/seminars, 58% exhibits/trade fairs, 3% incentive
- Holiday trips:
23% holidays in tourist regions, 20% touring holidays, 34% holidays in city/visit of an event

Booking-behaviour, main mode of transport, accommodation during holiday trips

- 64% of all holiday trips are booked in advance; 54% online booking
- 58% car, 12% plane, 8% train, 16% coach
- 57% accommodation paid for (31% hotel)



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REFERENCE

World Travel Monitor 2016, IPK International; also:

¹ www.cia.gov, www.gtai.de

² Eurostat 2017

³ German Federal Statistics Office 2008-2017 / German State Offices 2017

Supported by:



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by the German Bundestag